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Tampa

FLORIDA'S GREATEST CITY

Tampa, Fla. Board of Trade

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Tampa is the first city in the state in banking resources.

Tampa is expending \$6,500,000 in municipal improvements and will add \$3,000,000 more for new schools and a hospital.

Tampa is the center of a system of paved roads, radiating to all Florida points and connecting with all national highways.

Tampa is the center and headquarters of the citrous industry, the phosphate industry, the cigar industry, the truck-growing industry, the fishing industry and the lumber industry.

Information Bureau *Tampa Board of Trade*

You are invited to make the Board of Trade your headquarters. There is an Information Bureau operated from October until May, entirely for the comfort and convenience of visitors. Complete accommodation lists, hotels, apartments, rooms, etc., are on file. Information of every kind is available: courteous attendants will gladly assist the visitor in any way, and there is no charge for services. Have mail or telegrams sent in care of the Board of Trade until you get located. Use the writing and reading rooms. Stationery and scenic postals furnished. From the time you arrive in Tampa until you leave, the Information Bureau is at your command, anxious to be of assistance to you. Letters in advance will bring any information you desire.



This book is published by the Tampa Board of Trade for the information of those who wish to learn about the recreational, investment business and homeseekers opportunities in Tampa, Florida's greatest city. Any further details that you may wish, or any specific information that you may require along particular lines, will be promptly supplied. Questions addressed to the Tampa Board of Trade, with regard to Tampa or Hillsborough County, will be cheerfully answered.



*Agriculture is a basic industry of
Winter-grown celery for shipping to
truck farms. (5) Hillsborough County
beets grown for Northern markets in
October.*

Come to Tampa this Season

Be one of the thousands who will find happiness and prosperity in this growing metropolis



TAMPA is a city of romance! A city of wonderful achievement! A city of magnificent possibilities for pleasure or profit! Set like a jewel amidst palms and luxuriant tropical flowers, its modern buildings are mirrored by the glistening waters of Tampa Bay!

To the visitor this young metropolis of Florida is marvelous in its growth—almost the creation of a dream—so unbelievable is the story of Tampa's development.

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On the one hand is the invigorating, inspiring activity of booming business. Everywhere tall office buildings and palatial residences are springing up. The city's boundaries are expanding. Real estate values are rapidly advancing. Industries are busy. Prosperity smiles.

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Contrasted to this energetic scene from Tampa's commercial life, is the colorful picture of her crowds of pleasure seekers. Here they come to idle away the Winter in the world's most glorious climate. While Jack Frost traces his fantastic patterns on the windows of the North, they play in Tampa's glowing sunshine and reckon not of icy streets and unresponsive furnace fires.

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Under blue skies, surrounded by gaiety, welcomed by a hearty hospi-

tility, with every sport at its best, with a congenial company bent on making life keep time to a merry tune, your Winter will speed joyously in Tampa.

Come where golf is best; where fish are biggest; where you may boat 'mongst mystic isles on bays of magic beauty. Come where the frigid tale of Winter becomes a sparkling poem of Spring. Come where colds and coughs are forgotten in the irresistible and joyous impulse to dance and sing.

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In this book are about a hundred photographs. They give you a fairly good picture of the city's physical outlines. They show you some of Tampa's principal buildings. They indicate some of the sports and pastimes that make Tampa a place of gaiety. But no picture can impart to you that sense of warmth and activity which is such a vital part of life in Tampa.

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Most of the permanent, prosperous residents of Tampa have been recruited from visitors who came for only a short stay, but who have been lured to remain by the irresistible fascination of life in this charming resort-metropolis. You may come for a game of golf and stay on to swell the number of Tampa's permanent population. Whether you seek a pleasurable Winter or a profitable investment, Tampa promises you unusual opportunities for big returns.

A glorious place to live ~ Winter or Summer

Written and designed by The Caples Company, Advertising.

Photographs by DUDLEY BEAD, official camera man, of the Tampa Board of Trade;

A Day for Living in Tampa.
Tampa, Florida.

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Visitors in Tampa need fear no dull or tedious hours. Here is another page of sports for the entertainment of our guests. The small picture at left is "Long Jim" Barnes, Temple Terraces' "pro." Johnny Farrel, "pro" at Rocky Point Club; Bobby Cruickshank, Barnes and George Duncan are seen in bottom picture.

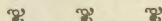
A resort with numerous attractions

Tampa offers all the sport and amusements of the seashore combined with the comforts and conveniences of a real city



Other city on earth offers such variety and such high quality of entertainment as you will find in Tampa.

Here, where nature has lavished her richest gifts, the hand of man has been no less generous in providing for your amusement. Everything has been done to make your stay in Tampa a long and happy one. In the meager limits of this book it is possible to give only a bare outline of the many sports and diversions that await you in Tampa, the metropolis of Florida.



GOLF—Language has not been coined in which to describe the superb courses over which Tampons and their guests may play every day, twelve months of the year. Three of these wonderful courses, Rocky Point, Palma Ceia and Temple Terraces, already have attained national prominence, and events contested over them have figured largely in international golf annals. During the winter such world famous players as Jim Barnes, British open champion, Bobby Cruickshank, Johnny Farrell, Leo Diegel, Walter Hagen, Gene Sarazen, Joe Kirkwood and others meet in professional tournaments over these courses. The courses are open to visitors in the city for nominal fees, on proper presentation of the guest's name.

FISHING—To the angling enthusiast, Tampa's bays, lakes and rivers are the seventh heaven of bliss. In all the world there is not such an array of game fish to tempt your skill. There are more than 600 varieties of fish in the water of Tampa and the Gulf—and every one of them will give you a tussle. Read the list of headliners: Big mouth bass, speckled trout, Spanish mackerel, red snapper, mullet, grouper, rovallo, red-fish, gar, bonita, dolphin. In the nearby Gulf the kingly Tarpon will give you battle royal.

SPEED BOAT RACES—The Tampa Racing Regatta promises thrills for even the hardest boiled follower of this exciting sport. Some of the fastest boats and most daring drivers will be here.

SWIMMING—Every day in the year, in fresh water lakes, in the placid bay, in

Sulphur Springs, Temple Terraces' pools, or where the roaring surf dashes up on the snowy beaches of the Gulf. Last Winter the Olympic swimming team of girl champions broke several world records at Tampa.

BAND CONCERTS—Every afternoon and evening throughout the season Bachman's Million Dollar Band, one of America's most famous organizations, plays music attuned to the gay, carefree life of Tampa.

DANCING—In the hotels, clubs and casinos there are nightly dances to the tuneful music of skillful orchestras.

MOTORING—Over miles and miles of perfect roads you may motor through charming tropic woodlands and odorous orange groves.

HUNTING—Within easy distance of Tampa the gunner will find an abundance of deer, turkey, quail and other game. And where could lovers of the great outdoors find a more entrancing spot to pitch a tent than on the banks of nearby lakes under the nodding palms?

YACHTING—The great Tampa Bay offers a cruising ground that cannot be surpassed. Last year yachts of every type and size were anchored in the perfectly protected harbor of Tampa.

AUTO AND HORSE RACES—During the Spring of 1926, horse racing will be inaugurated at a new race course west of Tampa.

Automobile races are an important part of the entertainment program during the South Florida Fair.

OTHER SPORTS AND AMUSEMENTS—Among the many other entertainments provided for Tampa's guests are tennis, roque, croquet, horseshoe pitching, bowling-on-the-green, swimming and diving contests, boxing matches, etc.

BOAT TRIPS—On large, elegant steamers you may make leisurely excursions on the Gulf and through palm-fringed bays of the picturesque West Coast.

THEATRES—Many theatres and clubs give you an opportunity to see and hear the best opera, plays, musical comedies, vaudeville and moving pictures.

Every day is May Day for those who live in Tampa



The Washington American Leaguers train each Spring at Tampa. Clark Griffith, president of the club, is an ardent golfer. Besides, see here a view of a bathing beach favored by Tampans and visitors, and one of the "thrillers" at an amusement park in Tampa.

The perfect year 'round climate

Never too hot! Never too cold! Here you, too, will join in saying "Tampa is the best place on earth to live!"



OW can the climate of Tampa be described so that you will fully realize its delightful quality?

Comparisons quickly come to mind—the Mediterranean, the Riviera—and other favored spots famous for the perfection of their climate. But none of them will suffice as a parallel for the matchless climate of Tampa.

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While other American resorts make a loud boast of the Gulf Stream, Tampa has the glorious Gulf itself. And neither diagrams nor professors are necessary to prove that "the whole is greater than any of its parts."

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Tampa's climate is one of moderation. Winter or Summer there are no violent changes of temperature. Here all the days of the three hundred and sixty-five are glorified by blue sky and sunshine. Throughout the twelve months you can live the joyous, healthful life of the outdoors.

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The mean temperature of Tampa over the recorded period of thirty-five years is 72 degrees. Perfect days may be found almost anywhere. But where will you find such a perfect mean ex-

tending over the long period of forty years?

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Where there are none of the usual impediments of weather to put the brake on business or pleasure, life truly takes on a roseate hue. The ailments that follow in the wake of sudden climatic changes are forgotten in Tampa. Health becomes a habit where nature smiles all the time. Every day holds forth a joyous prospect—for work or for play.

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The sunny, equable climate of Tampa is reflected in the genial, cordial character of Tampa's citizens.

Where soft breezes are wafted in from the Gulf, and blue skies smile down on luxuriant tropical flowers, a warm welcome awaits you. With hearty hospitality Tampa invites you.

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Tampa's wonderful climate is the lure which brings the Washington American League baseball team here for their spring training. They won their first league pennant and became world champions since establishing their spring training quarters at Tampa.

Nearly a dozen other league teams train within a radius of one hundred miles of Tampa, and major league pre-season games are enjoyed by the baseball fan.

Health, wealth and happiness await you in Tampa



Once each year Tampa gives itself over to the carnival spirit. Here are a few pictures of the annual South Florida Fair and Gasparilla Carnival.

See the Gasparilla Carnival

Tampa's colorful midwinter festival which rivals the most famous Gala Events in conception and splendor



ING GASPARILLA, The Pirate, and his Mystic Krewe sail up the river and make their triumphal entry into Tampa in February. At the head of a mighty company of merry-makers he takes possession of the city.

As this brilliant pageant marches through the gaily decorated streets, serious pursuits give way to mirth and revelry. Maskers flock the sidewalks—music is in the air; confetti defies dignity and formality; blatant horns blare forth their defiant challenge to gloom; the festive spirit is everywhere.

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At night the King and Queen of the Carnival are crowned with great eclat and ceremony at a grand ball, where Tampa's fairest and bravest dance to the enlivening strains of the latest and jazziest music.

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Although the Gasparilla Parade occurs only on one day, the Carnival extends throughout the week. A special program is prepared for each day. Each day sees some new delight to divert the crowds of pleasure seekers who come to Tampa for this occasion. In addition to the many who come from the North especially for this week, a host of visitors come from

other Florida resorts to partake in this week of superlative gaiety at Tampa.

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Coincident with the Gasparilla Carnival is the South Florida Fair held at the Tampa Fair Grounds in late January or early February. This is really a midwinter exposition, and one of the main events of Florida's Winter Season.

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At the South Florida Fair visitors from outside the state have an opportunity to see what the various counties produce. In a visit to this Exposition you can get a more comprehensive idea of Florida's resources than you could by weeks of touring through the state. Here in the splendid buildings of the Exposition Grounds are shown agricultural, horticultural, live stock, poultry and manufactured products from every section of the state. Here you may examine them leisurely and at your convenience.

The Fair Grounds are centrally located adjoining beautiful Plant Park. Auto races and horse races form important features of the program during the two weeks of the Fair.

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Be sure to come to Tampa for the Fair and Carnival. We bespeak for you a fortnight of gaiety, recreation and interest that you will never forget.

~ See Tampa in one of her gayest moods ~



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Here one sees the Tampa of today and tomorrow (1) Turrets of Tampa Bay Hotel in Plant Park, city in background. (2) View of Franklin Street. (3) Phosphate elevator. (4) Municipal port terminal and warehouse. (5) Belgian bark L'Avenir in Tampa Bay. (5) Steamship loading phosphate. (7) One of Tampa's modern hotels. (8) One of the city's 175 cigar factories. Center, City Hall of Tampa.

Tampa, Florida's Greatest City

*This rapidly growing community is destined soon to become
the metropolis of the South*



HE rapid and substantial growth of Tampa has become a byword in every part of Florida. In a state where almost every town has experienced phenomenal growth, Tampa is pointed to as an example of sound, solid, permanent development.

The story of Tampa's rise to metropolitan size has become so unusual that it has traveled to the farthest corners of the country. From every state in the Union come men who have heard of the marvelous opportunities offered by this lusty young city.

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The town that numbered only 51,000 inhabitants five years ago now is a busy, bustling metropolis of over 125,000. In a short five years it has outdistanced all the other cities of Florida. With such a start, backed by the enthusiastic support of its energetic business men, who can foresee the Tampa of five or ten years hence? Men of conservative speech, who habitually underestimate, predict that only a few years will elapse before Tampa will be a city of half a million.

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Sand streets and wooden sidewalks of a short time ago have given place to pavements that cannot be surpassed. Lofty skyscrapers have been reared where once stood unpretentious wooden stores. Along the bayshore, where a few years ago the palmetto held sole

possession, are miles of costly modern homes surrounded by beautiful grounds, flanked by a drive that would be a boast in any city of the world.

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In its hotels, Tampa is again truly the metropolis. In these great hostleries you will not be subject to the provincialism of the small town hotel. Here you find the same elegance, the same quiet, attentive service that you expect in New York, or any other great city.

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The energy and enthusiasm of her business men is another evidence of Tampa's metropolitan tendencies. Among the men who are helping to make Tampa one of America's great cities you will encounter none of that small-town rivalry and jealousy that is such a bar to progress.

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Come and grow with Tampa. If you are looking for a business opportunity you will find it here. You will also find a hearty welcome from business men who know that your success will add to the success of Tampa. Here the spirit of helpfulness and co-operation that animates all great enterprises will aid you, as it has others.

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Come to Florida's greatest city and help make it the metropolis of the South.

The population of Tampa has doubled in five years



Tampa in pictures. (1) A new apartment building. (2) One of Tampa's junior high schools. (3) Another view of the Tampa Bay Hotel. (4) View of Tampa's downtown skyline. Center oval, new city fishing and recreation pier. Below, new First National Bank Building, Tampa Terraces' Hotel, and new home of the Tampa Board of Trade.

Why Tampa is growing so rapidly

It is the commercial, financial, industrial, and transportation center of the rich South, Central and West Coast of Florida



O be sure tourists have learned that Tampa offers an unrivaled climate and rare recreational opportunities. But Tampa's sure, solid growth is founded on something more substantial than either of these.

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Back of Tampa is a fertile empire, vast in extent, rich in resources. Tampa is the financial and commercial capital of this great territory, which already contains three-quarters of Florida's population.

With such support from the Central, West Coast and South Florida—leaping forward by thousands in population every year—it is not strange that Tampa has jumped into first place as the greatest city of Florida. In a strategic position, centrally located, with a fine harbor and unrivaled commercial facilities, Tampa long ago gave promise of becoming a great city—the promise is being fulfilled today.

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Do the enthusiastic, energetic citizens of Tampa assume too much, then, when they confidently say Tampa will soon be the metropolis of the South?

The majority of the fastest growing cities and towns in Florida are in Tampa territory.

Ninety per cent of all the citrus lands in the state are in this territory.

Every year our industries increase.

Every year our imports and exports multiply. Every year our bank resources mount to higher figures. Every year our commercial prestige grows in extent and power.

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In the barest figures of Tampa's commercial activities you can see the unfailing signs of phenomenal growth:

Tampa manufactures 600,000,000 cigars a year.

Tampa ships more than 1,000,000 tons of phosphate a year.

Tampa's tonnage by water is more than 2,250,000 tons a year.

Tampa's building permits this year will reach \$15,000,000.

Tampa's bank clearances are close to \$400,000,000 a year.

Tampa's bank deposits this year were more than \$70,000,000.

Tampa's bank resources \$80,000,000.

Tampa's new corporate enterprises are being established at the rate of \$30,000,000 a year.

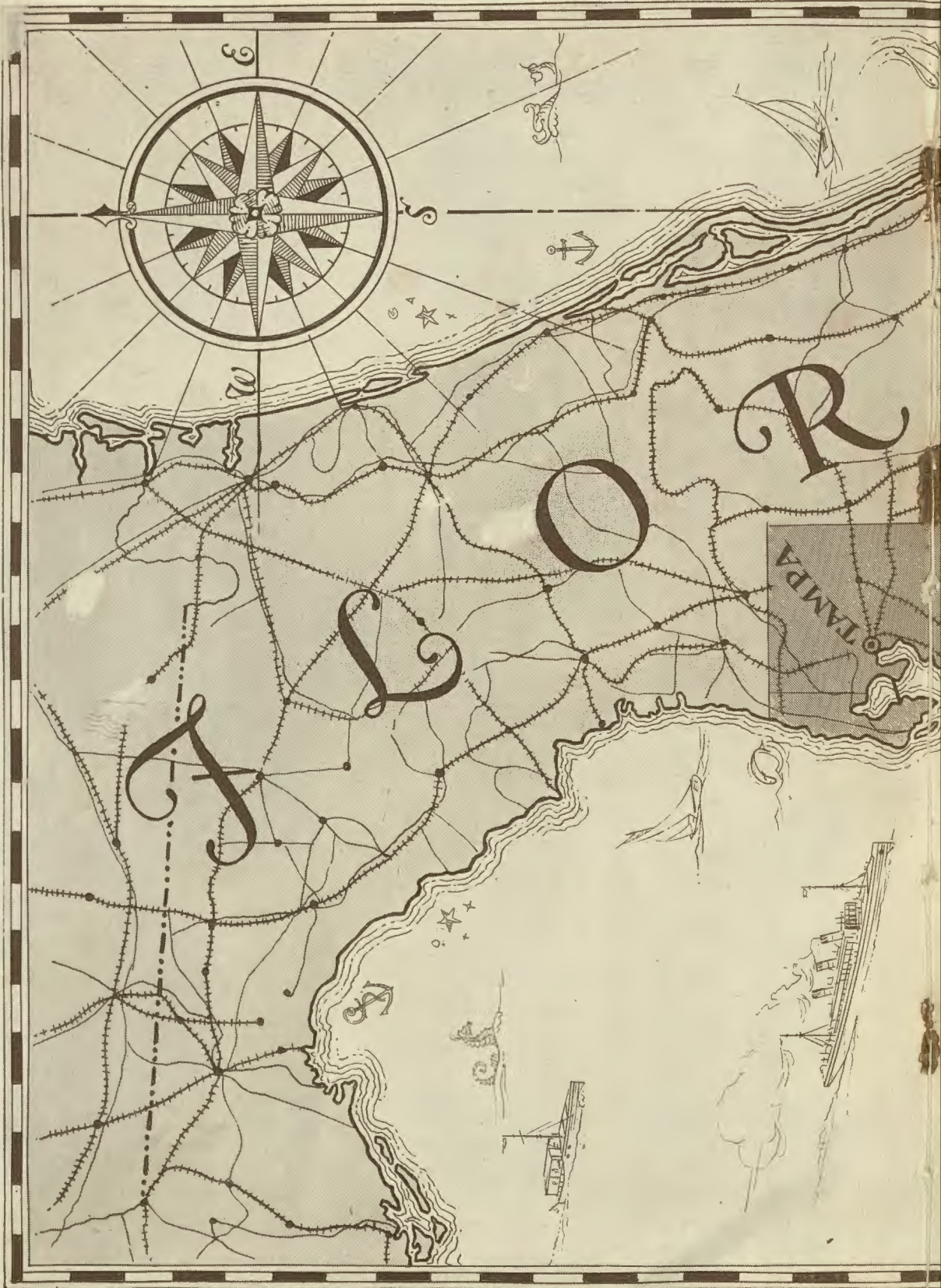
Tampa's wholesale trade is about \$75,000,000 a year.

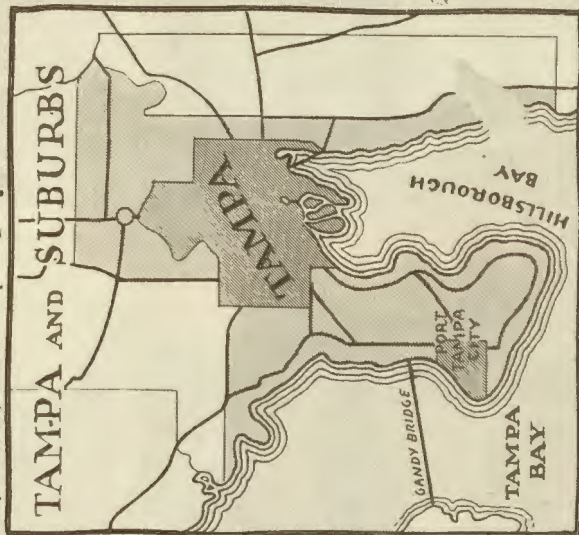
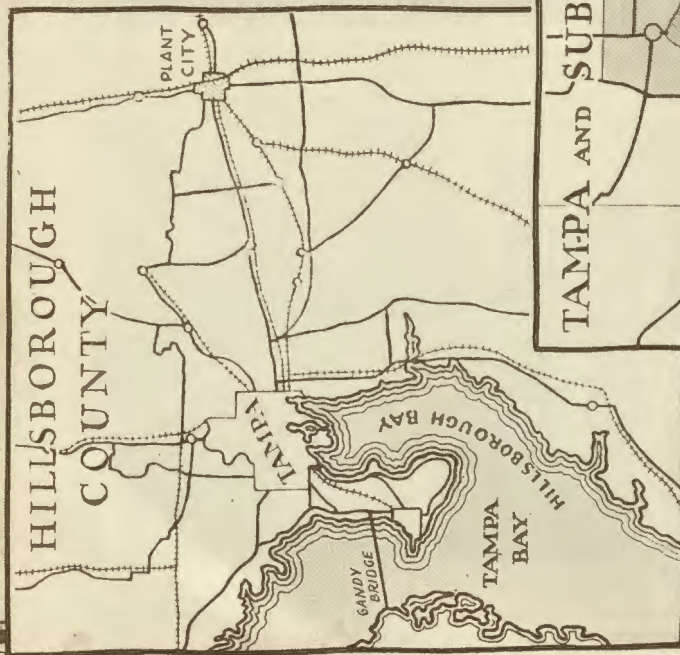
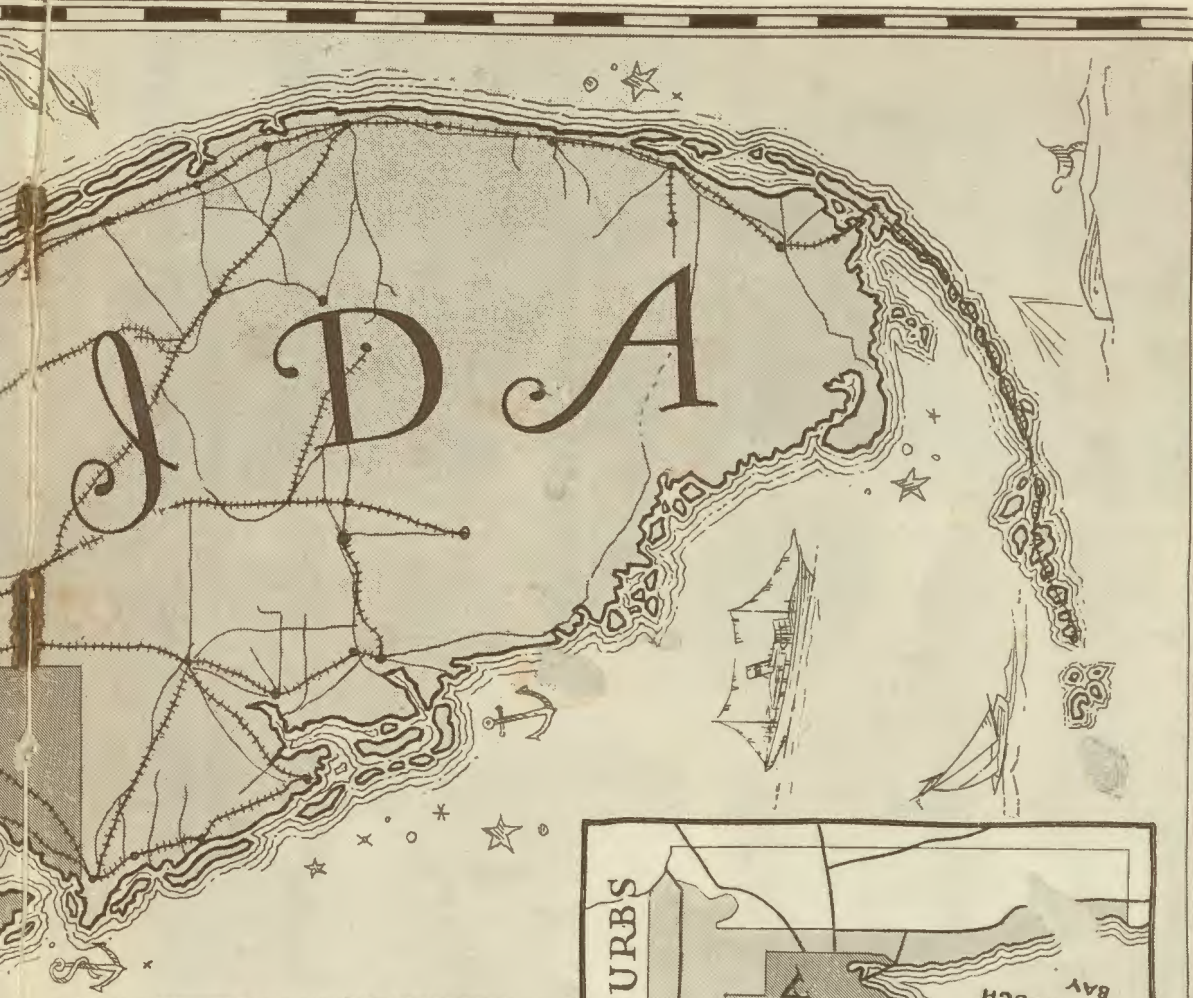
Tampa pays to the government \$4,000,000 a year in internal revenue; \$2,000,000 in customs collections, \$700,000 in post office receipts.

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Tampa's growth is sound, stable, substantial, healthy. Each year the increase in population and resources is greater than the year preceding.

Approximately 500 industries are represented at Tampa







Tampa and her waterfront. (1) Business section. (2) Airplane view of city. (3) Ships loading lumber. (4) Vessels in harbor. Oval, schooner loading phosphate. (5) Loading citrus fruit on board refrigerator ship. (6) Naval stores are an important export item.

One of America's important ports

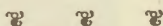
*Nearest important port to Panama Canal and to South
America, Tampa's imports and exports
will surely multiply*



IN the amount of customs duties collection Tampa ranks near the greatest ports in the United States.

Advantageously located with relation to European, West Indian, Mexican, South American and Pacific Ocean commerce, with a completely sheltered harbor in which the fleets of the world might ride peacefully at anchor, the port of Tampa will inevitably grow in importance.

Already ships out of the Port of Tampa sail the Seven Seas. Steamers and sailing vessels flying the flags of at least sixteen countries leave this port for every corner of the world.



Hundreds of thousands of feet of Florida lumber go out of Tampa every week to West Indian and Mexican ports.

Tampa ranks second to New York in coconut importation.

Oil, the chief import, is received in hundreds of thousands of barrels from Mexico, Louisiana and Texas.

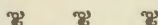
Immense quantities of tobacco are brought in from Cuba.

Cedar logs, used in the manufacture of cigar boxes, are imported in great numbers.

Mahogany, rosewood, and other Central and South American hardwoods

are imported for use in Tampa factories.

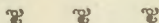
Among our large exports is phosphate, more than three-fourths of the world's supply being shipped from this port.



Tampa has spent more than a million dollars developing municipal port terminals. Additional expenditures are planned to increase the capacity of wharves and warehouses.

A feature of the new port development is the Estuary, a warehouse and manufacturing section, where manufacturers and importers will have unusual shipping facilities.

Docks and wharves which, it is estimated, will cost a million dollars, are now being constructed. Plans are being made to build extensive modern reinforced fireproof warehouses, which will be equal to the facilities available at much larger ports in other parts of the country, with a depth of water alongside sufficient for the largest ocean-going vessel.



Tampa's unusual port facilities cannot fail to bring rapid and permanent growth.

Tampa has only begun to grow. In a few years it will be one of America's largest and most important cities.

~ One of the world's finest natural harbors ~



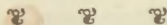
Tampa builds and plans for lasting and increasing beauty. Here are a few of the city's handsome homes, a tower at one of the gateways to a marvelous new subdivision, and palm-shaded bits of Tampa beauty spots.

Tampa's Public Improvements

*In its finely paved streets and excellent street car system,
Tampa is the equal of any Northern City*



O city ever accomplished so much in such a short length of time! No city plans such far-reaching improvements as those that are daily becoming realities in Tampa.



Tampa has 250 miles of permanently paved streets, and 400 miles of paved roads surrounding the city.

Tampa has over 500 acres of public parks worth \$10,000,000.

One of the South's largest and finest auditoriums is to be constructed in Tampa.

Bayshore Boulevard, one of the world's most beautiful drives, is being lengthened and beautified several miles.

Miles of additional paved streets, water and gas mains are under construction.

Municipal docks, the Estuary and other private terminals for deep sea-going vessels have been completed.

A new short and direct line railroad from Tampa to the lower East Coast is now in operation.

Tamiami Trail, extending across this state and through the Everglades, is almost completed.

Gandy Bridge, which was constructed at a cost of \$2,500,000, shortens the dis-

tance between Tampa and St. Petersburg from 50 to 21 miles.

Funds are being raised for a new railroad to extend from Tampa to the Middle West.

A Coliseum, planned to be one of the greatest in the United States, is under way.

Numerous modern hotels and apartments are being built.

A system of refrigerated vessels to carry Florida fruit and vegetables direct from Tampa to various parts of this and other countries will soon be established.

Tampa has passed bond issues of \$6,500,000 for municipal improvements.



Never before has there been such a public improvement program in Tampa of such magnitude as that which is now under way. The fast growing community of Tampa is continually demanding further improvements and expansion. The municipality, each of the public utilities, and the country of Hillsborough, are continuously planning for the additional facilities required to take care of the fast increasing population. Social club buildings, fraternal orders, civic bodies, churches, schools and other educational buildings are continually being constructed to take care of the increased development.

The ideal combination of resort and metropolis



Tropical loveliness greets the eye wherever one turns in Tampa. (1) Horseshoe pitching under the live oaks in Plant Park. (2 and 4) Palm bowered walks in Plant Park, and (6) water front and yachts at Plant Park wharves. (3) "Gallery" on Bayshore Boulevard watching speedboat races. (5) A residence street in Tampa.

Tampa Transportation Facilities

*With 300 passenger trains a week and six steamship lines,
Tampa is one of Florida's most accessible cities*



THE transportation facilities of Tampa are exceptionally good. Two great trunk railways with widespread connections afford through Pullman services from New York, Boston, Philadelphia, Washington, Chicago, Cleveland, Pittsburgh, St. Louis, Cincinnati, Detroit, Columbus, Indianapolis, Montreal, Toronto and intermediate cities. The through trains running over these roads are among the finest in the country.

Besides the above trunk lines, the newly-built Florida Western and Northern Railway affords improved transportation to East Coast points by giving direct connection between Tampa and the East Coast. This trip, which previously required a day and a night, is now made in a few hours.

Other transportation service is afforded by Tampa Northern Railway to Brooksville; Tampa Southern Railway to Manatee County points; Tampa and Gulf Coast Railway to West Coast points.

Steamships operate a weekly passenger and freight service between Tampa

and New Orleans. Other steamships sail twice a week to and from Key West and Havana. Local steamers carry passengers between Tampa and Florida points.

Steam freight lines transport freight to and from all parts of the world. A number of schooners maintain a regular freight schedule to Honduras and other Central American ports.

Travel to Tampa is not restricted to either rail or water. A complete system of paved highways leading from Tampa in every direction, accommodate thousands of motoring tourists. On these roads you will see cars from every state in the Union and Canada on their way to Tampa.

Several privately operated camps are available in the outskirts of and close to Tampa. These camps are planned along modern lines, with electric lights, water supply, sanitation, etc., and are conducted under the regulations of the State Hotel Commission and the State Board of Health.

Roomy, comfortable busses run on schedule time to principal points in Florida.

Commercial center for a million well-to-do people



No dearth of sports and recreation in Tampa. (1) Temple Terraces' Casino and pool. (2) Eighteenth hole at Palma Ceia Golf Club. (3) One of the tees at Temple Terraces' Country Club. (4) Plenty more like this fellow in the Hillsborough River. (5) Along the seawall in Plant Park. (6) Picnickers fishing and bathing at Rocky Point. (7) Roads like this delight the motorist; a stretch of Memorial Highway. (8) "Water nymphs" still haunt the shores of lakes and streams.

Tampa's Schools, Churches & Clubs

Tampa's schools are unsurpassed anywhere. Almost all denominations are represented by Tampa's 99 churches

TAMPA'S hotels are all operated and managed by men of long experience who understand exactly how to cater to your comfort. For those who are modestly inclined there are many small, neat hotels, and apartments where all comforts of home life can be enjoyed, at quite moderate prices. Those who wish more pretentious quarters will be able to fully realize all their desires in Tampa's larger hotels.

Freedom from Income and Inheritance Taxes

Aside from and in addition to the many natural blessings which residents of Tampa enjoy, you can profit by

The churches of Tampa, representing almost all denominations, own church property amounting to several million dollars. In the pulpits of these churches are some of the ablest ministers in the country. Most of the edifices are of imposing character, several of them being among the largest and most beautiful in the South.

The Tampa Public Library is one of the best in the South. This library, which was a gift of Andrew Carnegie, has about 25,000 volumes and circulates nearly 200,000 books a year. The priv-

ileges of this library are open to all visitors to Tampa.

Tampa has many social and fraternal clubs, nearly all of them owning their own homes. All the fraternal orders are represented by flourishing lodges. There are dozens of women's clubs, combining in a league of clubs. The Board of Trade has more than 2,500 active members and maintains various bureaus, all working for the advancement of the city.

In addition to the municipally owned hospital, which has accommodations for 75 patients, there are seven fraternal and private hospitals in Tampa. To keep pace with Tampa's rapid growth, the city has voted \$1,250,000 for a new municipal hospital. The building will follow the most modern ideas in sanitary construction, and will have the latest and most approved medical and surgical equipment.

The Tampa Merchants Association, composed of about 200 leading mercantile men, has brought about a high degree of cooperation among merchants. The success of Tampa's retail stores is indicated by the large number of people who come daily from other Florida towns to do their shopping in Tampa.

Unusual Investment opportunities are here



Tampa charms with her tropical atmosphere. (1) The Jewel Box, Plant Park. (2) Court House (left), and City Hall. (3) Temple Terraces' Clubhouse. (4) Entrance of one of Tampa's famous Spanish restaurants. (5) Facade and gardens of Tampa Bay Hotel. (6) Tourist games in Plant Park, maintained by the Board of Trade.

Tampa's Hotels are Excellent

You will find them moderate in price, though the service and equipment cannot be surpassed



AMPA'S hotels are all operated and managed by men of long experience who understand exactly how to cater to your comfort. For those who are modestly inclined there are many small, quiet hotels, and apartments where all the comforts of home life can be enjoyed, at quite moderate prices. Those who wish more pretentious quarters will be able to fully realize all their desires in Tampa's larger hotels.

¶ ¶ ¶

Freedom from Income and Inheritance Taxes

Aside from and in addition to the many natural blessings which residents of Tampa enjoy, you can profit by another material advantage here that you cannot have in any other state in the Union. The Florida Constitution provides that "No tax upon INHERITANCES or upon INCOMES of any residents or citizens of this state shall be levied by the state of Florida or under its authority."

Never before has any state given such ample protection to wealth and its production. No penalty is placed upon success in Florida. If a resident of Florida acquires wealth he may retain it and pass it on to his children or heirs undiminished.

Not only are individuals favored by Florida's tax laws, but corporations are equally protected, with the result that thousands of corporations are establishing themselves in Florida.

Briefly stated the tax advantages for individuals and corporations are as follows:

First. No State Income Tax. (Constitutionally prohibited.)

Second. No State Inheritance Tax. (Constitutionally prohibited.)

Third. No annual Corporation Franchise Tax.

Fourth. No General Direct Sales Tax.

Fifth. No Documentary Stamp and Stock Transfer Tax.

Sixth. No business Income or Gross Sales Tax.

Seventh. No Mortgage Tax.

Eighth. No Severance Tax.

Ninth. Constitutional Limitation of Five Mill Tax on intangibles if ever taxed. (They are not now taxed.)

In Florida valuable papers may be placed in safety deposit without being subject to the espionage of state officials.

¶ ¶ ¶

To constitute a legal residence in Florida there must be apparent a clear and positive intention to become a permanent resident to the exclusion of every other state. The circumstances usually relied on to establish such a residence are:

(1) Establishing and maintaining a home in Florida, in which the resident and his family stay at least a considerable part of the year.

(2) Declaration of residence, such as letterheads, signatures on hotel registers, change of church and lodge memberships, recitals in wills, deeds, etc.

(3) Having a place of business in Florida.

(4) Paying poll tax and personal tax in Florida.

(5) Registration for and voting in Florida.

(6) Reporting and paying Federal income taxes through the proper office in Florida.

Seek pleasure or profit in the world's most glorious climate



Here is a variety: (1) Sacred Heart Church and parochial school, with Elks Club in background. (2) The famous DeSoto Oak in Plant Park. (3) Citizens Bank Building. (4) Shuffleboard in Plant Park. (5) Downtown in Tampa. Small pictures: left upper, looking south in Franklin Street; left lower, polo is one of the exciting sports here; right upper, city's business center; right lower, a Tampa High School boy going "over the top."



Hillsborough County. (1) Stockyard near Tampa. (2) Cutting and crating
 (3) A South Florida hay field. (4) Bean pickers at work on one of the
 (5) This is the world's greatest Winter strawberry growing section. (6) Miles of
 Winter. Inset; nearly 2,000,000 boxes like this were shipped from Hillsbor-
 County last Winter to the northern markets.



